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IN THE CLAIMS:

Please consider the claims as follows:

1. (Previously presented) A method of profiling a Web user, comprising:

    providing profiles on a plurality of Web sites;

    using a computer to monitor user access to said plurality of Web sites by identifying the URL requests made by the user at the Internet Service Provider (ISP) point of presence (POP); and

    using a computer to develop a profile of the user by inferring user demographics based on the profiles of the Web sites accessed by the user.

2. (Previously presented) The method of Claim 1 wherein the profile of the user contains data selected from demographic data.

3. (Previously presented) The method of Claim 2 wherein said demographic data is selected from the group consisting of user's age, user's gender, user's income and user's highest attained education level.

Claims 4-6 (Canceled).

7. (Original) The method of Claim 1 wherein the profile of the user contains psychographic data.

8. (Original) The method of Claim 7 wherein said psychographic data includes data on the user's interests.

9. (Original) The method of Claim 1 wherein providing profiles on a plurality of Web sites comprises providing a database associating each of said plurality of Web sites with demographic characteristics of known persons who have accessed said sites.

10. (Original) The method of Claim 9 wherein said database is provided by a Web site ratings service.

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11. (Canceled).

12. (Canceled).

13. (Previously presented) The method of Claim 12 wherein said Uniform Resource Locator (URL) requests are associated with a user and stored in a database.

14. (Original) The method of Claim 1 wherein developing a profile of a user comprises updating an existing user profile.

15. (Original) The method of Claim 14 wherein developing a profile of a user comprises combining the profiles of the Web sites accessed by the user to the existing user profile using an averaging algorithm.

16. (Original) The method of Claim 15 wherein said user profile includes data on a plurality of demographic categories, each associated with a rating, and the method further comprises filling in a value for the rating for any demographic category having a low confidence measure.

17. (Original) The method of Claim 16 wherein filling in a value comprises using an average rating of persons having similar profiles to that of said user for a category having a low confidence measure.

18. (Original) The method of Claim 17 wherein said average rating is determined using a clustering algorithm.

19. (Original) The method of Claim 1 further comprising erasing records of which Web sites said user has visited after developing the user's profile to protect user privacy.

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20.   (Original) The method of Claim 1 further comprising delivering selective advertising to said user based on his or her profile.

21.   (Original) The method of Claim 20 wherein delivering selective advertising comprises transmitting a pop-up advertisement to a display of a computer operated by the user.

22.   (Previously presented) A computer for profiling a Web user, comprising:
       a memory for storing a program;
       a processor operative with the program to:
             (a) monitor user access to a plurality of Web sites; and
             (b) develop a profile of the user by inferring demographics of the user
       based on predetermined profiles of the Web sites accessed by the user; and
       an Internet Service Provider (ISP) point of presence (POP) server.

23.   (Canceled).

24.   (Original) The computer of Claim 22 further comprising a database associating each of said plurality of Web sites with demographic characteristics of persons accessing said sites, said persons having known demographic characteristics.

25.   (Previously presented) The computer of Claim 22 wherein the program includes a sniffer for identifying Uniform Resource Locator (URL) requests made by the user while Web surfing.

26.   (Previously presented) The computer of Claim 22 further comprising a database in which the Uniform Resource Locator (URL) requests and associated user information are stored.

27.   (Original) The computer of Claim 22 wherein said processor includes means for erasing records of which Web sites said user has visited after developing the user's profile to protect user privacy.

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28. (Original) The computer of Claim 22 wherein said processor further transmits selective advertising to said user based on his or her profile.

29. (Original) The computer of Claim 22 wherein said advertising comprises a pop-up advertisement to be displayed on a display of a computer operated by the user.

30. (Original) The computer of Claim 22 wherein said computer cooperates with a computer operated by the user to display an advertisement on a display of the computer operated by the user, said advertisement being selected from a plurality of advertisements based on the profile of the user.

31. (Previously presented) A system for profiling a Web user and delivering selective advertising to the user, comprising:
    a database containing profile data on a plurality of Web sites;
    means for monitoring user access to said plurality of Web sites by identifying the Uniform Resource Locator (URL) requests made by the user at the Internet Service Provider (ISP) point of presence (POP);
    means for developing a profile of the user by inferring demographics of the user using profile data of the Web sites accessed by the user; .
    means for matching the user with an advertisement based on the developed user profile; and
    means for delivering said advertisement to the user.

32. (Previously presented) A system for inferring a profile of a person using a client computer for Web surfing, and delivering selective advertising to the person based on his or her profile, comprising:
    a local server computer linked to said client computer for providing Internet access, said local computer including:
    means for monitoring user access to a plurality of Web sites by identifying the Uniform Resource Locator (URL) requests made by the user at the Internet Service Provider (ISP) point of presence (POP),

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means for developing a profile of the person by inferring demographics of the person based on predetermined profile data of the Web sites accessed by the person, and

means for delivering an advertisement to the client computer; and

a remote server computer linked to said local server computer and including:

means for matching an advertisement received from an advertiser to said person based on his or her profile, and

means for transmitting said advertisement to said local server computer for eventual transfer to the client computer.

33.   (Original) The system of Claim 32 wherein said local server computer includes a local database containing data associating a plurality of Web sites with predetermined profile data on said sites.

34.   (Original) The system of Claim 33 wherein said remote server computer includes a master database containing data associating a plurality of Web sites with predetermined profile data on said sites, and wherein data in said master database is periodically synchronized with said local database.

35.   (Original) The system of Claim 32 wherein said local server computer and said remote server computer are linked by an Internet connection.

36.   (Previously Presented) The system of Claim 32 wherein said means for delivering an advertisement comprises means for delivering a Uniform Resource Locator (URL) string pointing to the advertisement.

37.   (Previously presented) The system of Claim 32 wherein the profile of the person contains data selected from demographic data.

38.   (Previously presented) The system of Claim 37 wherein said demographic data is selected from the group consisting of person's age, person's gender, person's income and person's highest attained education level.

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Claims 39-41 (Canceled).

42. (Original) The system of Claim 32 wherein the profile of the person contains psychographic data.

43. (Original) The system of Claim 42 wherein said psychographic data indicates the person's interests.

44. (Canceled).

45. (Canceled).

46. (Previously presented) The system of Claim 32 wherein the profile of a person is updated by combining the profiles of the Web sites accessed by the person to an existing profile using an averaging algorithm.

47. (Original) The system of Claim 46 wherein said profile includes data on a plurality of demographic categories, each associated with a rating, and the system further comprises means for filling in a value for the rating for any demographic category having a low confidence measure.

48. (Original) The system of Claim 47 wherein filling in a value comprises using an average rating of persons having similar profiles to that of said person for a category having a low confidence measure.

49. (Original) The system of Claim 48 wherein said average rating is determined using a clustering algorithm.

50. (Original) The system of Claim 32 further comprising means for erasing records of which Web sites said person has visited after developing the person's profile to protect user privacy.

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51. (Original) The system of Claim 32 further comprising means for monitoring how long the advertisement is displayed to the user.

52. (Original) The system of Claim 32 further comprising means for monitoring whether the user has clicked-through the advertisement.

53. (Previously presented) A computer readable medium comprising a program for profiling a Web user by performing the steps of:

monitoring user access to a plurality of Web sites having predetermined profiles by identifying the Uniform Resource Locator (URL) request made by the user at the Internet Service Provider (ISP) point of presence (POP); and

developing a profile of the user by inferring demographics of the user based on the profiles of the Web sites accessed by the user.

54. (Original) The computer readable medium of Claim 53 wherein the medium comprises a removable memory.

55. (Original) The computer readable medium of Claim 53 wherein the medium comprises a signal transmission.

56. (Previously presented) A computerized method of profiling Web users and selectively delivering content to said users, comprising:

providing profiles of a plurality of Web sites, said profiles including demographic data of persons known to have visited said sites;

electronically monitoring each users access of said plurality of Web sites by identifying the Uniform Resource Locator (URL) request made by the user at the Internet Service Provider (ISP) point of presence (POP);

developing a profile of each user by inferring demographics of the user based on the profiles of the Web sites visited by the user;

identifying a target group of said users who would be receptive to receiving certain content based on their profiles; and

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selectively delivering the content to users of that target group.

57. (Original) The computerized method of Claim 56 wherein said content comprises advertisements.

58. (Original) The computerized method of Claim 57 wherein said advertisements comprises a pop-up advertisements.

59. (Original) The computerized method of Claim 58 wherein said advertisements comprises a banner advertisements.

60. (Original) The computerized method of Claim 58 further comprising monitoring how long the content is displayed to the user.

61. (Original) The computerized method of Claim 60 further comprising monitoring whether the user has clicked-through the content.

62. (Original) The computerized method of Claim 56 further comprising adjusting the target group to optimize user responsiveness to the content.

63. (Original) The computerized method of Claim 62 wherein said content comprises an advertisement, and determining user responsiveness to the content comprises determining how many users have clicked-through the advertisement.

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